

CREATIVE TIMES

www.cuent.com

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AUGUST 21, 2008

PRESQUE ISLE ROOST

Robert and I went to see the roost at Presque Isle State Park on 2 separate occasions. I estimate we saw well over 10,000 martins!

OFFICE HOURS
M-F 9:00 AM - 5:00 PM
814-833-7896

Helpful Tips

Ground Stakes

Extending the Life

Your steel ground stake when properly cared for can last a lifetime. Here's how. The weakest spot on your ground stake is where the stake extends above the cement. Water can pool at the base of stake. Place a small amount of oil (engine) around the base of the stake. It will wick into and up the ground stake and pole. This should be done once a year. If you remove your pole at the end of the season take grease (the kind in a tube) and using a spreading instrument smear your entire ground stake with grease. This will shed the water and help your pole slide smoothly over the stake. If you live in the northern states and remove your pole for winter storage take a piece of duck tape and cover the top of the ground stake to keep water from getting inside your stake. The freezing and thawing could damage your stake. Remove the duck tape before reinstalling the pole.



IT'S MY PLEASURE TO ANNOUNCE...

That Creative Universe Enterprises is changing our name to Purple Martin Products by Creative Universe Ent. We have also purchased the domain name purplemartinproducts.com. Robert and I feel this name change will reflect us better and ultimately help landlords find us more easily while doing web searches.

The second big announcement I'd like to tell you about is our new products for 2009. We are throwing our hat into the aluminum house business, watch future CT for photos and descriptions. I can tell you that our design is like no other house out there. Of course you would expect nothing less from us! We also have designed

and developed 2 new gourd racks and a possible third rack, depends on whether or not we want to offer this new rack to vendors. We have been overwhelmed at the number of requests to offer a rack that will not compete with our own line.

Also new will be a 2009 color catalog. I have already begun developing the new 16 page catalog. Make sure you will receive yours by sending me an email (cue@hughes.com) or phoning (814-833-7896) in your request.

Lastly I'd like to announce a re-development of our web site. Its slow going, but in the end I am sure you will be pleased.

Diane

Why Poles Fail

I am constantly being asked to compare our poles to others on the market. The reason so many landlords want to know is because they are afraid of pole failure. I can think of no greater upset than when your rack comes crashing down in the middle of the peak season, with lots of little ones.

Why do poles fail? There are what I consider to be 4 reasons which I will outline for you.

- 1) Overloading a pole. Seems these days I see more and more accessories added to poles. Not only does this add to the weight you are raising and lowering it also affects wind resistance.
- 2) Improper ground stake installation. Here at CUE we have gone to great lengths to ensure that the ground stake we provide is strong enough for the task at hand. When a landlord can not install the ground stake into the ground at the specified height you are gambling with your pole. Your poles over all ability to withstand winds starts at the base of your pole, and under that pole is your foundation, the ground stake. Poor ground conditions, warrant an even larger hole. Don't forget to fill the ground stakes hollow tube with concrete. Doing so gives added strength to pole.
- 3) Inferior material or wall thicknesses. Not all aluminum is extruded alike. Use a weaker alloy/temper and watch you poles bend like butter. Using thin wall material ads no strength at all.
- 4) Weather. Hurricanes, tornadoes, flooding. The amount of force being battled against against every surface of your pole, its mind boggling

How To Combat Pole Failure

First don't overload your pole. Make sure that who ever you purchase from has tested the wind resistance to failure ratio for the items your poles is holding.

Second, install the ground stake as specified in the instructions.

Third, ask questions, make sure the aluminum or steel pole being used can hold up the rack or housing in question during high winds.

Fourth, if possible, lower your housing during violent weather.

How Winds Affect Poles

Lets imagine we have a 14 foot, 2 inch square multipurpose pole with 2 aluminum houses (any brand). You are about to be hit with storm winds from 30-50 mph and you are not at home to lower your houses.

Forceful winds are plummeting your houses. Winds are hitting every side with various amounts of force due to the rotation of the wind. This force is being transfered down the pole, to you guessed it, the ground stake! Fortunately for you you have a multipurpose pole you purchased from us. You followed the direction and installed your ground stake correctly. When you returned home you run to the back yard, and yes! your pole stands.

But what happens when you have added a second rack of gourds a foot or lower of the housing on a multipurpose pole? You are risking the integrity of your pole by overloading the pole. Now these forceful winds are not only plummeting your housing but also twisting the lower gourd portion. Now your pole is being subjected to forceful winds hitting your housing

AND twisting this added lower level of gourds. This combined force is traveling down this 14 foot 2" square pole, to the ground stake. Scary isn't it?

More and more I see purple martin gourd racks and poles being pushed to their limits. Inferior aluminum, using a tubing with too thin a wall thickness, and overloading poles, all spell one thing. Trouble for you.

Here at Creative Universe every aspect of our poles have been tested. We do not overload poles, or purchase inferior aluminum. We design our racks to withstand most winds. And for the most part our racks are still standing! I have testimonial after testimonial of landlords who's racks have survived even hurricane force winds! In the 15 years we have been manufacturing poles I can count the number of failures on one hand. Only one was a complete failure, 2 had improperly installed ground stakes and one was damaged due to flooding. We must be doing something right!



A properly installed Multipurpose pole.

WHAT'S HOT! CHECK THESE ITEMS OUT!

Universal Sparrow Trap



Fits inside a variety of houses including the Watersedge, Trio, or any compartment that is at least 5-1/4" high x 4-3/4" wide x 4-3/4" deep with the entrance hole aligned at 2-3/8". Our UST features an aluminum front with a highly visible powder coated door, and a vinyl coated wire body.

UST **\$12.95**

Aluminum Gourd Post

Tree Swallows annoying your martins? Try providing their own post, attach your own provided gourd and enjoy the action! This 2 piece all aluminum post assembles in seconds, push into ground and your ready to go.



AGP **\$19.95**



Perching Arms

Perching Arms have been used under aluminum housing, on telescoping poles or stand alone on your own provided pole. Fits round poles from 1-1/4" OD to 2-3/8" OD. Gourds can also be hung from Perch Arms for an economical rack.

PA1 One set of 3 arms **\$22.95**

PA3 Three sets **\$56.85**

Personal Pan Feeder



Very handy trays mount easily to the side of any wooden house or replaces arm

on your deluxe style gourd rack. Completely assembled.

PPF **\$11.95**

What am I?



AH



SY Male

Whitey's Story

Whitey (a partial albino) and his female had a nest of 5 glorious eggs that the Mrs tenderly sat on, and sat on and sat on. Unfortunately, the eggs were infertile and no little Whitey's came to pass. We attempted to have them foster a pair of young that were not being cared for by a SY pair but the young were so far gone when I attempted the fostering they did not make it. Mrs. left a few days later but Whitey continued to grace us with his presence till the end of August.

Thank you to every one who shared in our fun, lets hope Whitey can return for another year and we will hope for the best!

FEEDING



2008 CUE STATS & PHOTOS



End of Season Results

Total number of compartments offered: 232

Number of nests with eggs: 108

Total number of eggs laid: 431

Number of fledged young: 398

A great year!

